

INDIAN INSTITUTE OF TECHNOLOGY ROORKEE

NAME OF DEPARTMENT / CENTRE: Department of Management Studies

1. **Subject Code:** MSI-101 **Course Title:** Fundamentals of Management
2. **Contact Hours/Week:** L: 3 T: 0 P: 0
3. **Exam Duration (Hrs.):** Theory: 3 Practical: 0
4. **Relative Weightage:** CWS: 20-35 PRS: 0 MTE: 20-30 ETE: 40-50 PRE: 0
5. **Credits:** 3 **6. Semester:** Both **7. Subject Area:** MC
8. **Pre-requisite:** Nil
9. **Objective:** To acquaint students with basic concepts, functions and recent trends of management.

10. Details of the Course:

S.No.	Contents	Contact Hours
1.	Overview of Management: Definition - Management - Role of managers - Evolution of Management thought - Organization and the environmental factors – Trends and Challenges of Management in Global Scenario.	3
2.	Functions of Management: Planning, Organizing, Directing, motivation, leadership	5
3.	Marketing Management: the core concepts of marketing, customer value and satisfaction, market segmentation, targeting and positioning, introduction to marketing mix	8
4.	Operations Management: Scientific Management, Value driven approach, typology of products, design of product and services, manufacturing process overview, latest trends in operations management such as Industry 4.0, logistics 4.0 etc.	8
5.	Fundamentals of Finance: Introduction to financial statements, Financing of enterprises, Investment project appraisal using discounted cash flow techniques.	8
6.	Information Systems : Introduction- IT value, Aligning IT with business strategy, IT-Based business operating models- overview, Unification model, Diversification model, Replication model, Coordination model, IT-Based decision making- The data driven organization, IT governance: decisions, rights and accountability, IT investment, healthcare IT	5
7.	Strategic Management: Phases of strategic management, basic model of strategic management, Introduction to SWOT analysis, BCG Matrix and Porter Five force models	5
Total		42

11. Suggested Books:

S.No.	Name of Authors/Book/Publisher	Year of Publication/Reprint
1.	Stephen P. Robbins, David A. Decenzo, Fundamentals of Management, Pearson Education, 9th Edition	2016
2.	Harold Koontz, O'Donnell and Heinz Wehrich, Essentials of Management. New Delhi, 9th edition, Tata McGraw Hill	2012
3.	G.Shainesh Philip Kotler, Kevin lane Keller, Alexander Chernev, Jagdish N. Sheth , Marketing Management, 16 th Edition, Pearson	2022
4.	William J. Stevenson, Operations Management, 13 th Edition, McGraw Hill	2022
5.	Laudon, Kenneth C., and Laudon, Jane P., Management Information Systems: Managing the Digital Firm, Pearson, 14th Ed.	2015
6.	Anthony, R. N., Hawkins, D.F. and Merchant, K. A., "Accounting- Text and Cases", 13th Edition, Special Indian Edition, Tata McGraw-Hill	2019